



California Office of Privacy Protection
Protecting Consumer Privacy

NEWS ADVISORY

For Immediate Release
January 26, 2010

Contact: Kam Coveyou (916) 651-1062

“Shred The Word”: State Teaches Consumers How To Dispose Of Personal Information

The California Office of Privacy Protection and the National Association for Information Destruction present an educational webcast for consumers on safe data destruction in honor of California Data Privacy Day. Since “deleted” does not always mean “protected”, consumers will learn how to ensure that private information is destroyed before they recycle, sell or donate their old computers.

WHAT: An educational webcast for California consumers to commemorate California Data Privacy Day. Two organizations will outline ways Californians can ensure that their personal sensitive information, in paper or digital form, is protected when it's time to throw it away.

WHO: Thomas L. Sheehy, Acting Director, California State and Consumer Services Agency

Joanne McNabb, Chief of the California Office of Privacy Protection (COPP), the first-in-the-nation privacy education and advocacy office

Dustin McKissen, Chief Operating Officer, National Association for Information Destruction (NAID), the international trade association for companies providing information destruction services

WHERE: California State Capitol
Room 1190
Sacramento, CA

WHEN: January 28, 2010
Noon – 12:30 pm
Link to webcast can be found on www.privacy.ca.gov
To view Webcast live click [here](#)

- Further information, including data destruction tips, at privacy.ca.gov.

###